Western Canada Market

¶ Largest and most prosperous territory in the world now under development.

¶ The tune of the Traction Engine is sounding its note over 500,000 square miles of good agricultural country.

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Winnipeg

THE Western provinces beyond the Great Lakes, which are now attracting hundreds of thousands of settlers annually, offer perhaps the greatest market in the world for manufactured goods of nearly every description. There are not many cities in the world that present greater attractions to men engaged in any branch of manufacturing than Winnipeg, the capital city of Manitoba. This fact is carried to the very centre of understanding with those who know something of what it means when a city of 175,000 people invest annually in manufactured goods to the value of $120,000,000.

In addition to these trade turnover figures, there can be added $36,000,000 in value of the output of the 267 factories that are now operating in the city of Winnipeg.

The volume in output to supply this market is naturally divided into many commodities of a varied class and kind. A partial classification of the chief products that go to make up the big bulk of trade handled in Winnipeg naturally makes interesting and instructive reading for the manufacturer. Taking it from a local jobbing standpoint, records show that as much as $25,000,000 is credited to the agricultural implement and farm machinery dealer, $16,000,000 to the hardware trade, $15,000,000 in groceries, $17,000,000 in dry goods and textiles, $12,000,000 to the iron and building trades, over $6,000,000 to the boot and shoe trade, $5,000,000 for the automobile industry, and so on down the line, including railway and municipal supplies, furniture, drugs, electrical appliances, chemicals, confectionery, metal products, leather lines, stoves, ranges, furnaces, household necessities and other less important commodities.

Winnipeg's Industrial Progress

Primarily a trade centre only for supplying these products to Western points, Winnipeg has taken on the quality and conditions of an important industrial city in addition to its prominence as the largest wheat market in the world, and the biggest trade and financial centre of Western Canada. Close to one of the best markets for manufactured goods in the world, Winnipeg has developed industrially along purely natural lines. The city has built a four-million-dollar hydro-electric plant to encourage the location of new industries and the adoption of a three-cent rate for domestic lighting, with equally low prices for electric power for manufacturing, is perhaps the greatest inducement we have yet made towards further industrial development.

The increase in Winnipeg's factory output for the past ten years shows that considerable attention is being directed to this end in the West. In 1900 the value of the manufactured output was $8,606,248, in 1905 it had increased to $18,983,248, and in 1910 the Industrial Bureau census gave $36,000,000 as the total. In the 276 factories now operating there are 15,500 hands employed with as much as $30,000,000 invested in capital. The iron, structural steel, brass foundries and machine shops lead in the employment of over 4,000 hands. Following the iron industry, other lines rank in rotation as follows, employing from 2,000 down to 200 hands in each:—Brick, pressed stone, cement products, printing and publishing trade, lumber, mill work, clothing, shirts, brewing and milling, abattoir and packing house, metal, tin, galvanized iron and wire-fence work, paints and oils, milling and other cereal lines, biscuit and confectionery lines, harness and saddlery, etc.

New Companies Take Out Charters

This shows plainly that the city of Winnipeg has continued to receive its share of industrial growth, and in this connection provincial returns show that seventy-one charters for purely industrial companies were issued in 1911, with a combined authorized capital of $7,695,000, Winnipeg being named as the headquarters of each company registered. Not only have new companies located, but older industrial firms have found it necessary to extend their working capital to take care of the growing trade; nineteen firms have increased their capital from $2,330,000 to $6,360,000 during the year.

The biggest thing in the progress made in Winnipeg during 1911 was the big increase of two and a half million dollars in building over that of $15,106,480 in 1910. In addition to the building permits issued to the value of $17,600,000 inside the city limits in 1911 may be added $3,000,000 expended in new homes and other buildings in the immediate outlying suburbs.

An increase in 1911 of $219,000,000 in Winnipeg bank clearings places this city at the head of all financial centres on the continent in increased percentage of clearings over 1910. The total bank clearings for the year 1911, amounting to $1,172,762,142, has placed Winnipeg for the first time in the billion-dollar class of cities.

The "Million for Manitoba" League

Manitoba has awakened to the importance of a vigorous campaign for people. At the opening of the New Year the leading men of Manitoba, under the patronage of His Honor D. C. Cameron, Lieutenant-Governor of the Province, and Sir William Whyte, as Honorary President, and W. Sanford Evans, President, organized a movement for a "Million for Manitoba" League. This, along with the combined forces of such far-reaching advertising campaigns as are outlined by the Dominion Government, the big railway corporations, and other provincial governments, cities, towns and districts all working for population, industry and capital, it is sure to result in a great influx of population and capital. Agriculture and industry will move forward together in 1912. A keener interest is abroad to develop home industry throughout the land, and with this patriotic spirit abroad to buy Canadian goods—the product of Canadian labor and resources—Western Canada will receive its rightful share in general development

for 1912. Geographically situated so as to offer the farmer the greatest of combined advantages, those seeking opportunity, especially in mixed farming, are sure to respond in the coming year to the invitations that will be sent out to every corner of the world by the progressive movement started in at the beginnit of 1912. Without taking into account the hundred million acres to be added to the province in the coming year, Manitoba has already 36,754,000 acres capable of cultivation. This equals 229,712 quarter-s 160 acres each, and taking an average of four people to the quarter sec gives room and opportunity for a rural population of nearly a million people, exclusive of cities, towns and villages, or, in other words, room and opportunity for an additional three-quarters of a million farming population.

A City of Half a Million Souls

Based on these possible population figures for Manitoba and a like development for Saskatchewan and Alberta, greater Winnipeg is bound to become a city of half a million souls in the next few years.

The wealth of Western Canada's partially developed natural resources is yet untold. With only 10 per cent. of the vast stretches of fertile land under crop, with lumber and mineral resources merely surface touched, with millions of acres of free land and other millions of acres of cheap land, Western Canada is sure to have a high place among the countries of the world as a place in which people may come and settle and make for themselves a home and business equal to their ability, capacity and capital invested.

The West Wants More Factories

The needs of the West for manufactured goods are many and varied. It is true that some cities of this section—more notably Winnipeg, perhaps—have made progress along certain lines of manufacture, but the demand is so insistent and grows so rapidly, that there is no hope that the West will be able to supply it for some years at least. It must be true, too, that Western Canada, filled with the million of people that it readily will support, will always be a good customer for the manufacturer of other parts—a customer to be cultivated, encouraged, attended to.

At present, one of the chief needs of the West, naturally, is farming machinery. In the three provinces of Manitoba, Saskatchewan and Alberta there exists today an open market ready for exploitation by manufacturers and machinery agents, second to none, and one that will grow with time, instead of being—as is the case of other markets—glutted when the immediate demand has been supplied.

The principal lines of machinery needed by the markets of the Canadian West are all classes of agricultural machinery, including steam threshing, plowing and traction engines, municipal equipments, such as road scrapers, rollers, etc.; railroad cars and supplies, pumping outfits for city wells, excavating and mill machinery, and, in fact, every type of machine generally used in the building up of a new country in which cities and towns are steadily rising in importance and others springing up.

Machinery Makes Cultivation Simple

In farming machinery, there is greater demand than in any other line, and this demand will occupy a widening field as the country becomes more thickly populated. In the three provinces of Manitoba, Saskatchewan and Alberta there are 357,016,778 acres of land, of which more than half is suitable for farm purposes. Of all this vast total only 16,327,970 acres is at present under cultivation, leaving the remainder as the future market to be supplied when the country is fully opened up. Conditions on the great farms of the Canadian West are totally different from those which obtain in many countries, where most of the farming is of a mixed nature. In the West, thousands of acres are used for the cultivation of wheat alone, and it is on these immense tracts of land that the value of up-to-date machinery, in making the work of cultivation as simple as possible, is fully recognised.

Traction engines, hauling eight, twelve and fourteen gang plows, are being brought into use throughout the prairie provinces, and seeding, reaping and harvesting the grain are all carried on in the same large way. Harvesting machinery is sold by the trainload, and it is by no means an uncommon sight to see a complete train of over forty cars loaded with threshing engines and separators coming into Western Canada from Eastern Canada or across the border.

United States Captures Big Trade

United States makers of machinery are active and aggressive in their selling campaigns in Western Canada. It was boasted in an American magazine last year that one United States house sold $1,250,000 worth of farm machinery in the Bow River Valley last season. Possibly the figures were exaggerated, but it is certain that a very large amount of this class of goods finds its way into the Canadian West each year. United States papers and magazines send their best writers through the country to gather material for special stories. These stories—appearing, as they do, in the best publications in the States—carry great weight with them and attract a deal of attention to Western Canada, for manufacturers and selling agents of American goods.

One hundred thousand farmers from the States crossed into Western Canada last year. They brought with them goods and money estimated at $100,000,000, and they brought more than that; they brought a big trade in all sorts of farm machinery and in dozens of other lines. Naturally, perhaps, these men are disposed to buy the makes of machinery and other goods which they have tested and know. Certainly, they will buy heavily and just as certainly will be most likely to buy the goods that are easiest to come at, if the quality is there. Experience proves that the people who come to Western Canada from the States speedily develop into good citizens of Canada, contented with their lot and circumstances and believers in things Canadian.

What Winnipeg Offers the Manufacturer

Winnipeg offers manufacturers conditions that are well-nigh ideal. Here is one of the best markets in the world at the very door of the factory. Nowhere can be found better transportation facilities. Five great railways centre here and afford the very best of facilities for getting in raw material and for the taking away of the finished product. Good as the transportation facilities of the West are, great improvements are being made each year, and the three largest

railways that do business in Western Canada—the Canadian Pacific, the Canadian Northern, and the Grand Trunk Pacific—will spend the enormous sum of sixty-five million dollars this year in making improvements in their service for the portion of Canada which lies west of the Great Lakes. The Great Northern is also making costly improvements in its Winnipeg terminal facilities. Sixty thousand men will be required to do the work on these railway extensions in 1912, and this expenditure alone and the employment of so many men—nearly all of whom will come into the West from other places—means a good deal of new work for the factories of Winnipeg.

Besides cheap power and light from the civic power plant, Winnipeg has many other advantages that cannot fail of making a strong appeal to the manufacturer who is seeking a new field for endeavor, new opportunities for enlargement of his trade. Living costs are not high by comparison with conditions of this sort that obtain elsewhere. Labor is generally easy to get, at reasonable cost, and the laboring man finds in Winnipeg a city in all respects well fitted with the conveniences that go to make up a good home for him and his family.

Good Schools; Numerous Churches

Winnipeg has an excellent public school system. There are thirty-three school buildings that have been erected and equipped at a total cost of over three and a half million dollars. The system includes all grades from primary to collegiate, and there are some excellent technical schools which have been added to the system recently so that education along any chosen line is at the hand of any and all who seek it in this city. The public school curriculum is modelled after the most approved courses of modern educational theory and practise, and is fully up to the times in every respect.

There are numerous churches of all the regular denominations in Winnipeg, and these are well attended and well supported. The Sabbath is a day of general religious observance, but there is sufficient liberality in the application of the law to afford comfortable disposition of the day to all.

There are six excellent theatres in Winnipeg, and these houses get many of the best attractions in all lines. Sports and games have a big place in Winnipeg life. The longest of summer days have sixteen hours of sunshine, and the long evenings are given over to pastimes in which thousands take active part. Baseball, cricket, football, tennis, lacrosse, lawn bowling, trapshooting and canoeing and boating on the rivers that flow through Winnipeg—the Red and the Assiniboine—are leading features in the summer sports of Winnipeg, and hockey, skating and snowshoeing are the principal winter sports. The city has a fine park system, too, and thousands of people take full enjoyment of the six hundred acres that have been purchased and fitted up as parks by the city government. Altogether, there are few cities so pleasant to live in as Winnipeg at any time of the year, a feature of great importance to the man who employs help.

Everybody Helps in Winnipeg

Winnipeg's new Permanent Exposition Building, erected by the Winnipeg Development Bureau, occupying a frontage of 565 feet on Main and Water streets, in the centre of the city, is an advanced step towards the development of local institutions. The building, built by Winnipeg labor from material of Winnipeg's factories, and financed by Winnipeg's public-spirited citizens, has provided a long-felt want in adequate space for bureau offices and a central, economical and effective means for publicity and the advancement of home industry.

Immigration Solid Foundation

A gratifying feature in the rapid development of agricultural lands in the three prairie provinces is the big immigration movement into Canada (which means, largely, Western Canada), which has advanced very rapidly in the past five years. In 1907, 262,465 persons came in from all sources. The next year 146,908 came in, in 1909, 208,794 immigrants arrived, and 1910 brought 311,094, and in 1911 the figures show 350,420 settlers, all of whom have come with the avowed intention of taking up their permanent residence with us.

All Cities Share Growth

In course of the building up of the population of the West there has been a most rapid development in the building trades, as much as $70,000,000 going into new buildings in the ten chief cities west of the Great Lakes during 1911.

During 1911, 1,596 miles of new railway was completed in Western Canada; 203 new towns were started in the three prairie provinces, 41 being established on the C. P. R. system, [illegible] on the C. N. R. Western system, and [illegible] thriving towns on the Grand Trunk Pacific railway. The building of these railway towns naturally causes a demand for Western banking facilities, and in this connection 67 new branch banks have been added to the 647 institutions that were operating at the close of 1910.

Purchasing Power Great

The farmers of Western Canada have never had to bring their crops through a year of more ill-assorted weather experiences than during the past twelve months, but in spite of these ill-favored conditions the farms of Western Canada have produced this year by far the greatest crops in the country's history. Manitoba alone has yielded 61,058,[illegible] bushels of wheat, 73,786,683 bushels of oats, and 29,000,000 bushels of barley, while the yield for the three provinces, including Saskatchewan and Alberta, is computed to be not less than 177,000,000 bushels of wheat, 182,000,000 bushels of oats, 34,000,000 bushels of barley, and 6,000,000 bushels of flax. The purchasing power in money, when the 1911 crop is all marketed, gives the enormous cash value to the country of approximately $260,000,000.

Locate your Canadian Factory in the Central City of Canada, where you can get CHEAP POWER, cheap sites, low taxation, plentiful supply of raw materials, best of labor conditions and unexcelled railway facilities. Reports furnished free on the manufacturing possibilities of any line of industry by addressing **Chas. F. Roland**, Industrial Commissioner, Winnipeg, Canada.

Horse Show Amphitheatre.—The Winnipeg Horse Show Amphitheatre is one of the finest buildings for Horse Show purposes on the continent. It is also used for large gatherings of various sorts. The annual horse show is a big social event as well as being the occasion for showing a large number of especially fine horses, for which Winnipeg is justly noted.

Section of C.P.R. Stock Yards, Winnipeg.—In 1906 a Winnipeg firm of live stock exports held the foremost place in the world's cattle market. The present yards are being extended and plans are under way for a big union stock yard that will give adequate room for the increasing trade. Winnipeg has four abattoirs with a total killing capacity exceeding 5,000 head of stock per day.